King, Valerie A.

From: King, Valerie A.
Sent: Monday, September 15, 2003 6:01 PM
To: McCann, Amy
Subject: FW: Radio in Phoenix

Sensitivity: Confidential

DSS: No

Amy:
Pursuant to our discussion this morning, below please find the detail I received from MDS regarding their running of the radio ads for the Marlboro Full Flavor study (MARL/01/03).

If you need further detail, please let me know.

Thanks,
Valerie

-----Original Message-----
From: Peggy Niana [mailto:Peggy.Niana@mdsps.com]
Sent: Monday, September 15, 2003 6:29 PM
To: valerie.a.king@pmusa.com
Cc: Kimberly Prchal
Subject: Radio in Phoenix
Sensitivity: Confidential

Valerie,

Kim asked me to pass on the information about our radio ads. On radio we are only running the :60 second ad that was approved. Here is the radio schedule:

Week of 01-Sep:
5 radio stations
94 spots total ran

Week of 08-Sep:
3 radio stations
50 spots ran

Week of 15-Sep:
2 radio stations
46 spots

Week of 22-Sep:
2 radio stations
40 spots

A total of 9 stations are running or have run for a total of 230 spots.

The :30 ads were produced solely for the use of the ZapLink system which has not yet been approved.

Thanks,
Peg

PM3006736123

Source: https://www.industrydocuments.ucsf.edu/docs/qtyx0001